

# Content Services

## Content Syndication Portfolio Samples

### **Presented by:**

Electronic Media Branch (EMB)

Division of News and Electronic Media (DNEM)

Office of the Associate Director for Communications (OADC)

Centers for Disease Control and Prevention (CDC)

Version 1.2



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## URL AND NAME FOR CONTENT SOURCE (CDC) AND PARTNER

	Content Source Name (CDC)	Content Source URL (CDC)	Partner Name	Partner URL
<b>State Level Content Syndication Webpage Examples</b>				
1.	DID YOU KNOW? State, Tribal, Local, and Territorial Public Health Professionals Gateway	<a href="http://www.cdc.gov/stltpublichealth/didyouknow/index.html">http://www.cdc.gov/stltpublichealth/didyouknow/index.html</a>	Public Health Idaho North Central District	<a href="http://idahopublichealth.com/">http://idahopublichealth.com/</a>
2.	Pertussis	<a href="http://www.cdc.gov/Features/Pertussis/index.html">http://www.cdc.gov/Features/Pertussis/index.html</a>	Idaho Dept of Health and Welfare (Whooping Cough)	<a href="http://www.healthandwelfare.idaho.gov/Health/DiseasesConditions/Pertussis/tabid/700/Default.aspx">http://www.healthandwelfare.idaho.gov/Health/DiseasesConditions/Pertussis/tabid/700/Default.aspx</a>
3.	CDC Features – Preteen Vaccines	<a href="http://www.cdc.gov/Features/PreteenVaccines/index.html">http://www.cdc.gov/Features/PreteenVaccines/index.html</a>	Idaho Dept of Health and Welfare (Adolescent Immunization)	<a href="http://healthandwelfare.idaho.gov/Health/Immunizations/AdolescentImmunizations/tabid/384/Default.aspx">http://healthandwelfare.idaho.gov/Health/Immunizations/AdolescentImmunizations/tabid/384/Default.aspx</a>
4.	Vaccines Help Protect Travelers of All Ages	<a href="http://www.cdc.gov/features/travelprotection/index.html">http://www.cdc.gov/features/travelprotection/index.html</a>	Ohio Dept of Health (Vaccines)	<a href="http://www.odh.ohio.gov/CDCsyndication/Travelers%20Health/Travelers%20Health.aspx">http://www.odh.ohio.gov/CDCsyndication/Travelers%20Health/Travelers%20Health.aspx</a>
5.	Preventing Norovirus Infection	<a href="http://www.cdc.gov/norovirus/preventing-infection.html">http://www.cdc.gov/norovirus/preventing-infection.html</a>	Ohio Dept of Health (Preventing NoroVirus)	<a href="http://www.odh.ohio.gov/CDCsyndication/Norovirus/Norovirus%20Information%20from%20CDC.aspx">http://www.odh.ohio.gov/CDCsyndication/Norovirus/Norovirus%20Information%20from%20CDC.aspx</a>
6.	Lyme Disease Frequently Asked Questions (FAQs)	<a href="http://www.cdc.gov/lyme/faq/index.html">http://www.cdc.gov/lyme/faq/index.html</a>	Arkansas Dept of Health (Lyme Disease)	<a href="http://www.healthy.arkansas.gov/programsServices/infectiousDisease/zoonoticDisease/Pages/CDC-LymeDisease.aspx">http://www.healthy.arkansas.gov/programsServices/infectiousDisease/zoonoticDisease/Pages/CDC-LymeDisease.aspx</a>
<b>Local Level Content Syndication Webpage Examples</b>				
7.	Minority Health Month	<a href="http://www.cdc.gov/minorityhealth/MHMonth.html">http://www.cdc.gov/minorityhealth/MHMonth.html</a>	Marion Public Health	<a href="http://marionpublichealth.org/programs/chronic-disease/creating-healthy-communities/">http://marionpublichealth.org/programs/chronic-disease/creating-healthy-communities/</a>
8.	Food Safety	<a href="http://www.cdc.gov/winnablebeat/FoodSafety/index.html">http://www.cdc.gov/winnablebeat/FoodSafety/index.html</a>	Lake County General Health	<a href="http://www.lcghd.org/food_safety">http://www.lcghd.org/food_safety</a>
9.	Healthy Living	<a href="http://www.cdc.gov/Features/gardeningtips/">http://www.cdc.gov/Features/gardeningtips/</a>	Licking County Dept of Health (Healthy Living/Gardening)	<a href="http://www.lickingcohealth.org/hed/healthy_living.html">http://www.lickingcohealth.org/hed/healthy_living.html</a>
<b>Other Business Content Syndication Webpage Examples (Hospitals, Government Health Organizations, etc.)</b>				
10.	Seasonal Influenza (Flu) Flu Symptoms & Severity	<a href="http://www.cdc.gov/flu/about/disease/symptoms.htm">http://www.cdc.gov/flu/about/disease/symptoms.htm</a>	National Institute of Allergy and Infectious Diseases	<a href="http://www.niaid.nih.gov/topics/Flu/understandingFlu/Pages/Symptoms.aspx">http://www.niaid.nih.gov/topics/Flu/understandingFlu/Pages/Symptoms.aspx</a>
11.	Managing Diabetes During the Holidays	<a href="http://www.gch.org/Hospital-Health-">http://www.gch.org/Hospital-Health-</a>	Garden City Hospital (Diabetes)	<a href="http://www.gch.org/Hospital-Health-">http://www.gch.org/Hospital-Health-</a>

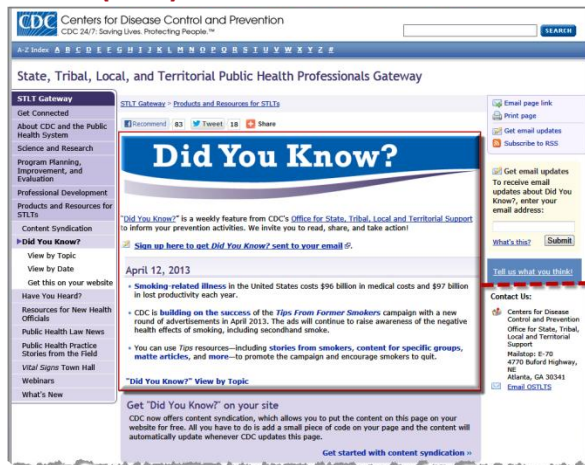
	Content Source Name (CDC)	Content Source URL (CDC)	Partner Name	Partner URL
		<a href="#">Resources/Diabetes/Diabetes-and-Holidays.aspx</a>		<a href="#">Resources/Diabetes.aspx</a>
12.	Tobacco Controls Have Public Impact	<a href="http://www.cdc.gov/features/tobaccocontrols/">http://www.cdc.gov/features/tobaccocontrols/</a>	FDA – Food and Drug Administration	<a href="http://www.fda.gov/TobaccoProducts/NewsEvents/ucm217158.htm">http://www.fda.gov/TobaccoProducts/NewsEvents/ucm217158.htm</a>
<b>Content Syndication via iPad Apps, iPhone Apps, eCards, Feeds, and Widgets</b>				
13.	CDC iPad App – Health Article	N/A	N/A	N/A
14.	Preventing Chronic Disease (PDC) iPad Application – Health Topics (Diabetes)	N/A	N/A	N/A
15.	CDC iPhone eCard App – Give Your Child a Smoke Free Life	N/A	N/A	N/A
16.	CDC Feeds (CDC.gov)	N/A	N/A	N/A
17.	Pulse – iPad App	N/A	N/A	N/A
18.	Widget – Food and Safety	N/A	N/A	N/A



## STATE LEVEL CONTENT SYNDICATION WEBPAGE EXAMPLES

### 1. DID YOU KNOW?

#### (CDC) Content Source URL

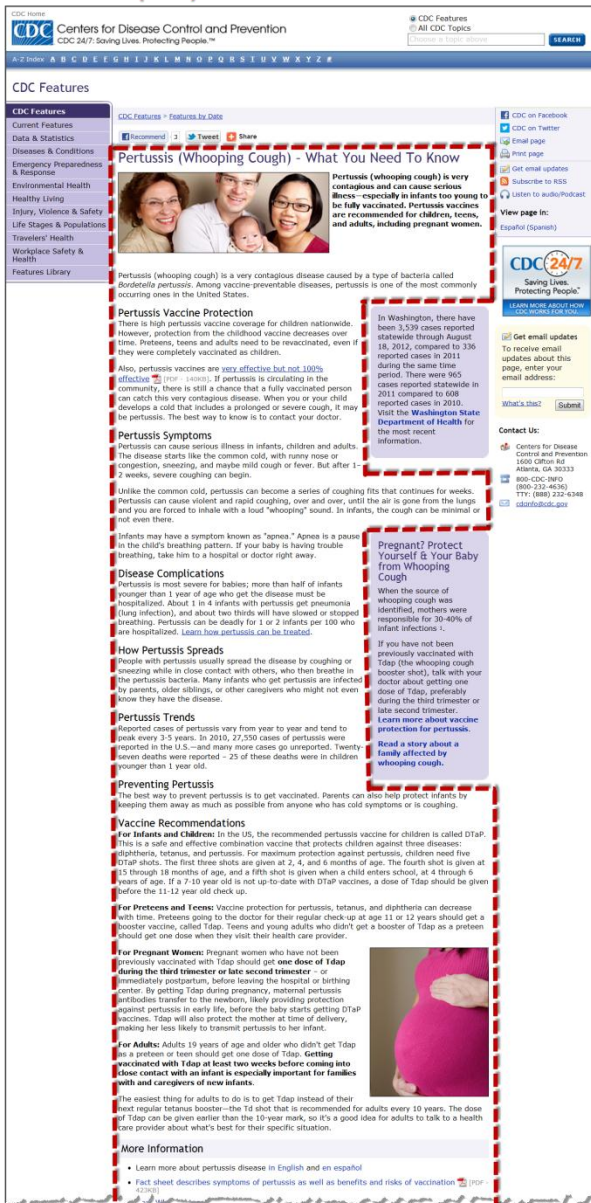


#### Partner URL

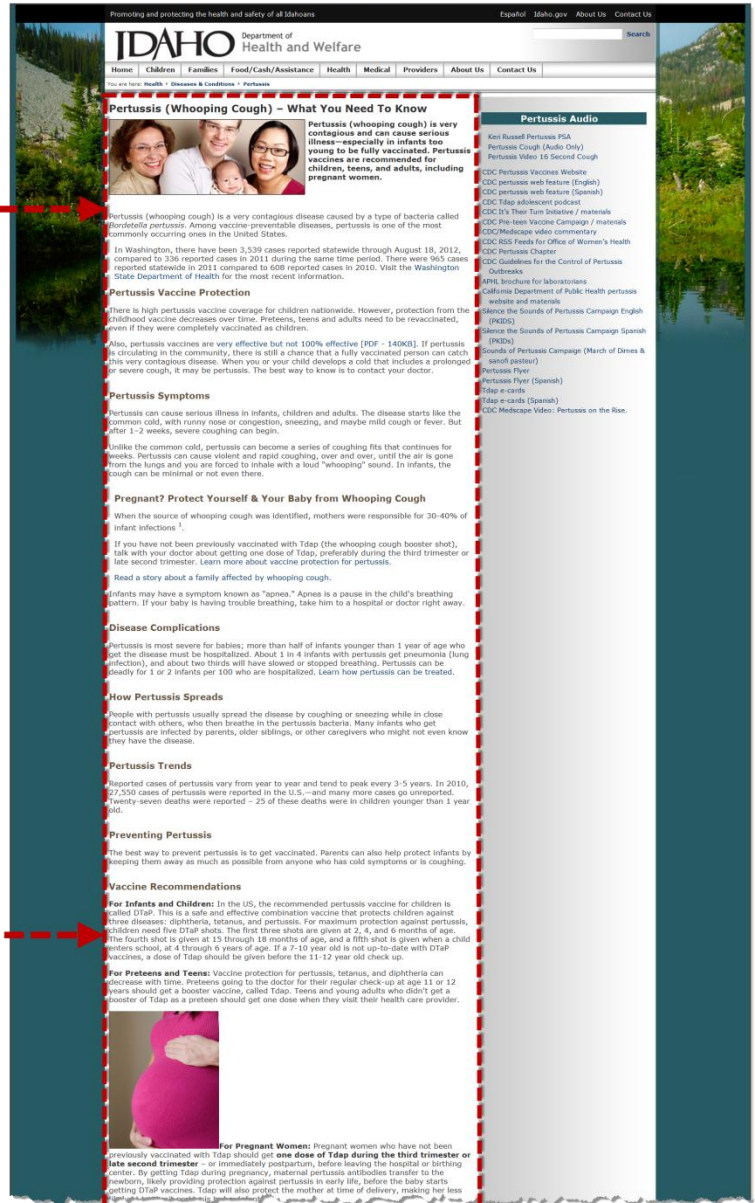


## 2. Pertussis

### (CDC) Content Source URL



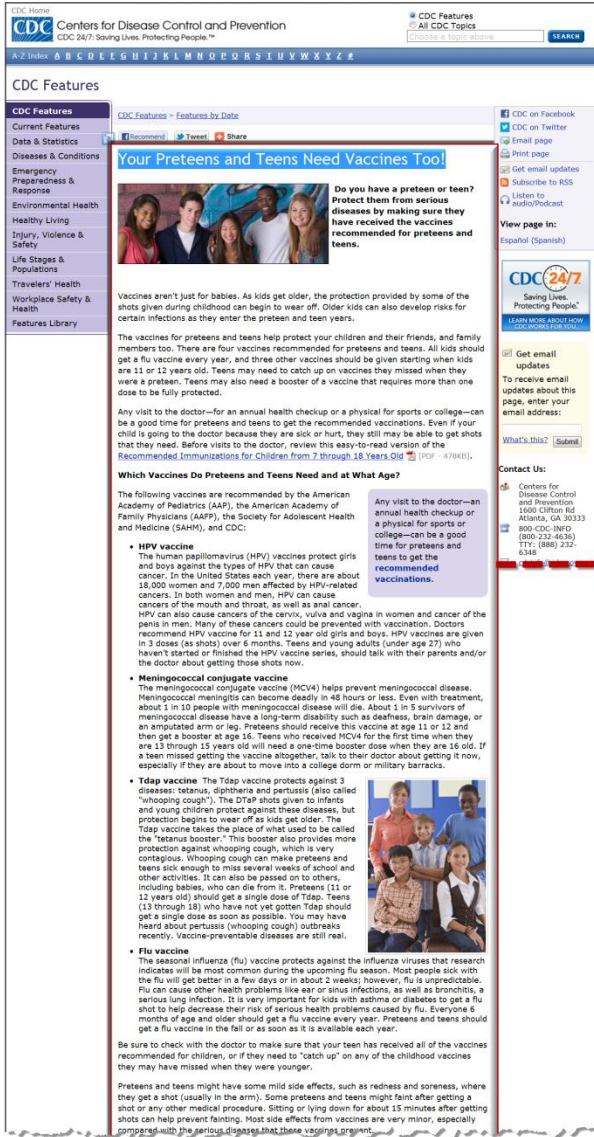
### Partner URL





### 3. CDC Features – Preteen Vaccines

#### (CDC) Content Source URL



**CDC Features**

**Current Features**

**Diseases & Conditions**

**Emergency Preparedness & Response**

**Environmental Health**

**Healthy Living**

**Injury, Violence & Safety**

**Life Stages & Populations**

**Travelers' Health**

**Workplace Safety & Health**

**Features Library**

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**Document** **Twitter** **Share**

**Do you have a preteen or teen?**

**Protect them from serious diseases by making sure they have received the vaccines recommended for preteens and teens.**

Vaccines aren't just for babies. As kids get older, the protection provided by some of the shots given during childhood can begin to wear off. Older kids can also develop risks for certain infections as they enter the preteen and teen years.

The vaccines for preteens and teens help protect your children and their friends, and family members too. There are four vaccines recommended for preteens and teens. All kids should get a flu vaccine every year, and three other vaccines should be given starting when kids are 11 or 12 years old. Teens may need to catch up on vaccines they missed when they were a preteen. Teens may also need a booster of a vaccine that requires more than one dose to be fully protected.

Any visit to the doctor—for an annual health checkup or a physical for sports or college—can be a good time for preteens and teens to get the recommended vaccinations. Even if your child is going to the doctor because they are sick or hurt, they still may be able to get shots that they need. Before visits to the doctor, review this easy-to-read version of the [Recommended Immunizations for Children from 7 through 18 Years Old](#) (PDF - 419KB).

**Which Vaccines Do Preteens and Teens Need and at What Age?**

The following vaccines are recommended by the American Academy of Pediatrics (AAP), the American Academy of Family Physicians (AAFP), the Society for Adolescent Health and Medicine (SAHM), and CDC:

- HPV vaccine**  
The human papillomavirus (HPV) vaccines protect girls and boys against the types of HPV that can cause cancer. In the United States each year, there are about 18,000 women and 7,000 men affected by HPV-related cancers. In both women and men, HPV can cause cancer of the mouth and throat, as well as anal cancer. HPV can also cause cancers of the cervix, vulva and vagina in women and cancer of the penis in men. Many of these cancers could be prevented with vaccination. Doctors recommend HPV vaccine for 11 and 12 year old girls and boys. HPV vaccines are given in 3 doses (as shots) over 6 months. Teens and young adults (under age 27) who haven't started or finished the HPV vaccine series, should talk with their parents and/or the doctor about getting those shots now.
- Meningococcal conjugate vaccine**  
The meningococcal conjugate vaccine (MCV4) helps prevent meningococcal disease. Meningococcal meningitis can become deadly in 48 hours or less. Even with treatment, about 1 in 10 people with meningococcal disease will die. About 1 in 5 survivors of meningococcal disease have a long-term disability such as deafness, brain damage, or an amputated arm or leg. Preteens should receive this vaccine at age 11 or 12 and then get a booster at age 16. Teens who received MCV4 for the first time when they are 13 through 15 years old will need a one-time booster dose when they are 16 old. If a teen missed getting the vaccine altogether, talk to their doctor about getting it now, especially if they are about to move into a college dorm or military barracks.
- Tdap vaccine**  
The Tdap vaccine protects against 3 diseases: tetanus, diphtheria and pertussis (also called "whooping cough"). The DTaP shots given to infants and young children protect against these diseases, but protection begins to wear off as kids get older. The Tdap vaccine takes the place of what used to be called the "tetanus booster." This booster also provides more protection against whooping cough, which is very contagious. Whooping cough can make preteens and teens sick enough to miss several weeks of school and other activities. It can also be passed on to others, including babies, who can die from it. Preteens (11 or 12 years old) should get a single dose of Tdap. Teens (13 through 18) who have not yet gotten Tdap should get a single dose as soon as possible. You may have heard about pertussis (whooping cough) outbreaks recently. Vaccine-preventable diseases are still real.
- Flu vaccine**  
The seasonal influenza (flu) vaccine protects against the influenza viruses that research indicates will be most common during the upcoming flu season. Most people sick with the flu will get better in a few days or in about 2 weeks; however, flu is unpredictable. Flu can cause other health problems like ear or sinus infections, as well as bronchitis, a serious lung infection. It is very important for kids with asthma or diabetes to get a flu shot to help decrease their risk of serious health problems caused by flu. Everyone 6 months of age and older should get a flu vaccine every year. Preteens and teens should get a flu vaccine in the fall or as soon as it is available each year.

Be sure to check with the doctor to make sure that your teen has received all of the vaccines recommended for children, or if they need to "catch up" on any of the childhood vaccines they may have missed when they were younger.

Preteens and teens might have some mild side effects, such as redness and soreness, where they get a shot (usually in the arm). Some preteens and teens might faint after getting a shot or any other medical procedure. Sitting or lying down for about 15 minutes after getting shots can help prevent fainting. Most side effects from vaccines are very minor, especially compared with the serious diseases that these vaccines prevent.

#### Partner URL



**IDAHO** Department of Health and Welfare

**Home** **Children** **Families** **Food/Cash/Assistance** **Health** **Medical** **Providers** **About Us** **Contact Us**

**ADOLESCENT IMMUNIZATIONS**

Shots aren't just for kids!

**Your Preteens and Teens Need Vaccines Too!**

**Do you have a preteen or teen? Protect them from serious diseases by making sure they have received the vaccines recommended for preteens and teens.**

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**Adolescent Vaccine Preventable Diseases**

- Diphtheria
- Tetanus
- Whooping Cough
- Polio
- Influenza
- Measles
- Mumps
- Rubella
- Varicella
- Hepatitis A
- Meningococcal
- HPV

**Parent Resources**

- 2012 ACIP Immunization Schedule 0-6 Years
- 2012 ACIP Immunization Schedule 7-18 Years
- 2012 ACIP Accelerated Immunization Schedule
- Adolescent Immunization Brochure
- Spanish Adolescent Immunization Brochure
- Childhood Immunization Brochure
- IRIS Consent Form
- Spanish IRIS Consent Form
- Sound Advice: Pediatricians Answer Vaccine Questions
- Voices of Meningitis
- IRIS Website

**Local Health Departments**

- Penhandle Health District
- Public Health Idaho North Central District
- Southwest District Health
- Central District Health Department
- South Central Public Health District
- Southeastern Idaho Public Health
- Eastern Idaho Public Health District

**External Resources**

- Idaho Immunization Coalition
- Centers for Disease Control and Prevention
- Childrens Hospital of Philadelphia
- Immunization Action Coalition
- Parents of Kids with Infectious Diseases
- Idaho Academy of Family Physicians
- National Association of Pediatric Nurse Practitioners (NAPNAP)
- Idaho Nurses Association

## 4. Vaccines Help Protect Travelers of All Ages

### (CDC) Content Source URL



The screenshot shows the CDC website with the article 'Vaccines Help Protect Travelers of All Ages'. The article is part of a series of articles on the topic, as indicated by the 'A-Z Index' and 'A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z' links. The article is titled 'Vaccines Help Protect Travelers of All Ages' and is part of a series of articles on the topic. The article is titled 'Vaccines Help Protect Travelers of All Ages' and is part of a series of articles on the topic. The article is titled 'Vaccines Help Protect Travelers of All Ages' and is part of a series of articles on the topic.

### Partner URL



The screenshot shows the Ohio.gov website with the article 'Vaccines Help Protect Travelers of All Ages'. The article is part of a series of articles on the topic, as indicated by the 'A-Z Index' and 'A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z' links. The article is titled 'Vaccines Help Protect Travelers of All Ages' and is part of a series of articles on the topic. The article is titled 'Vaccines Help Protect Travelers of All Ages' and is part of a series of articles on the topic.



## 5. Preventing Norovirus Infection

### (CDC) Content Source URL

### Partner URL

CDC Home  
Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z #

## Norovirus

**Norovirus**  
About Norovirus  
**Preventing Norovirus Infection**  
For Food Handlers  
For Health Care Providers  
For Public Health Professionals  
Laboratory Testing  
Trends and Outbreaks  
Resources & References  
Multimedia

**Related Links**  
Foodsafety.gov @ CDC's Food Safety Website  
CDC Vital Signs: Making Food Safer to Eat  
CDC's Healthcare-associated Infections Website  
Norovirus Infection, National Institutes of Health  
NoroCORE Food Virology

**Preventing Norovirus Infection**  
Wash your hands carefully with soap and water—

- especially after using the toilet and changing diapers, and
- always before eating, preparing, or handling food.

There is no vaccine to prevent norovirus infection, but research is being done in this area.

Noroviruses can be found in your vomit or stool even before you start feeling sick. The virus can stay in your stool for 2 weeks or more after you feel better. So, it is important to continue washing your hands often during this time.

Alcohol-based hand sanitizers can be used in addition to hand washing. But, they should not be used as a substitute for washing with soap and water. See "Handwashing: Clean Hands Save Lives."

**Wash fruits and vegetables and cook seafood thoroughly**  
Carefully wash fruits and vegetables before preparing and eating them. Cook oysters and other shellfish thoroughly before eating them.

Be aware that noroviruses are relatively resistant. They can survive temperatures as high as 140°F and quick steaming processes that are often used for cooking shellfish.

Food that might be contaminated with norovirus should be thrown out.

Keep sick infants and children out of areas where food is being handled and prepared.

**When you are sick, do not prepare food or care for others who are sick**  
You should not prepare food for others or provide healthcare while you are sick and for at least 2 to 3 days after you recover. This also applies to sick workers in settings such as schools and daycares where they may expose people to norovirus.

Many local and state health departments require that food handlers and preparers with norovirus illness not work until at least 2 to 3 days after they recover. If you were recently sick, you can be given different duties in the restaurant, such as working at a cash register or hosting.

**Clean and disinfect contaminated surfaces**  
After throwing up or having diarrhea, immediately clean and disinfect contaminated surfaces. Use a chlorine bleach solution with a concentration of 1000–5000 ppm (5–25 tablespoons of household bleach [5.25%] per gallon of water) or other disinfectant registered as effective against norovirus by the Environmental Protection Agency (EPA). For more information, see EPA's Registered Antimicrobial Products Effective Against Norovirus (Norwalk-like virus).

**Note:** Evidence for efficacy of a cleaning agent against norovirus is usually based on studies using feline calicivirus (FCV)—a virus related to norovirus—as a surrogate. However, FCV and norovirus exhibit different physicochemical properties; thus, it is unclear whether inactivation of FCV by a specific cleaning agent reflects efficacy of such solutions against norovirus.

**Wash laundry thoroughly**  
Immediately remove and wash clothes or linens that may be contaminated with vomit or stool (feces).

You should

- handle soiled items carefully without agitating them,
- wear rubber or disposable gloves while handling soiled items and wash your hands after, and
- wash the items with detergent at the maximum available cycle length then machine dry them.

**Contact Us:**  
Centers for Disease Control and Prevention  
1600 Clifton Rd  
Atlanta, GA 30333  
800-CDC-INFO (800-232-4636)  
TTY: (888) 232-6348  
New Hours of Operation  
8am–8pm  
ET/Monday–Friday  
Closed Holidays  
cdcinfo@cdc.gov

Ohio.gov Department of Health Search

Forms Rules Local Health Departments About Us Data & Statistics Our Programs

A-Z Index A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

## Preventing Norovirus Infection

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Created: 09/06/2012

Revised: 04/11/2013/Version No. 1.2

Content Syndication Portfolio Samples

http://www.cdc.gov/syndication/

Page | 9

## 6. Lyme Disease Frequently Asked Questions (FAQs)

### (CDC) Content Source URL

CDC Home  
Centers for Disease Control and Prevention  
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Lyme Disease**

**Lyme Disease**  
Preventing Tick Bites  
Removing a Tick  
Transmission  
Signs and Symptoms  
Diagnosis and Treatment  
Statistics  
Post-Treatment Lyme Disease Syndrome  
**Lyme Disease FAQ**  
Additional Resources  
Info for Healthcare Professionals  
Tool Kit  
Lyme Disease Quiz

**Lyme Disease Frequently Asked Questions (FAQ)**

**Transmission**

I've been **bitten by a tick**. Do I have Lyme Disease?  
Can Lyme disease be transmitted **sexually**?  
Can Lyme disease be transmitted during a **blood donation**?  
Is it true that you can get **Lyme disease anywhere in the U.S.**?  
I live in the southeastern U.S. and get a lot of **Lone star tick bites**. I've heard that I can get southern Lyme disease. Is this true?

**Diagnosis, Testing, and Treatment**

I have heard that the diagnostic tests that the CDC recommends for **testing are not very accurate**. Can I be treated based on my symptoms or do I need to use a different test?  
I am **pregnant** and just found out I have Lyme disease. What should I do?  
If I have been diagnosed with Lyme disease, do I need to get **tested for other tickborne diseases** (coinfections)?  
I have been sick for a few years with joint and muscle pain, fatigue, and difficulty thinking. I was tested for Lyme disease using a Western Blot test. The "IgM" Western Blot test was positive but the "IgG" Western Blot test was negative. **Is Lyme disease the cause of my symptoms?**  
Where can I get a test to make sure that **I am cured**?  
My serologic (blood) test for Lyme disease is still positive even though I finished 3 weeks of antibiotics. Does this mean **I am still infected**?  
I heard that if I get Lyme disease **I will always have it**. Is that true?  
Can you recommend a doctor who is familiar with **diagnosing and treating** Lyme disease?

**Surveillance Questions**

How are **cases reported** to CDC?  
Are more **recent numbers** available?  
What is a surveillance **case definition**?  
What's the definition of a "Lyme disease endemic county"?

**CDC-Specific Questions**

Why does CDC only link to **one set of treatment guidelines**?  
What is CDC **doing about** Lyme disease?

**I've been bitten by a tick. Do I have Lyme disease?**  
If you have not done so already, **remove the tick** with fine-tipped tweezers.

The chances that you might get Lyme disease from a single tick bite depend on the type of tick, where you acquired it, and how long it was attached to you. Many types of ticks bite people in the U.S., but only **blacklegged ticks** transmit the bacteria that cause Lyme disease. Furthermore, only blacklegged ticks in the **highly endemic areas** of the northeastern and north central U.S. are commonly infected. Finally, blacklegged ticks need to be attached for at least 24 hours before they can transmit Lyme disease. This is why it's so important to remove them promptly and to check your body daily for ticks if you live in an endemic area.

If you develop illness within a few weeks of a tick bite, see your health care provider right away. **Common symptoms** of Lyme disease include a rash, fever, body aches, facial paralysis, and arthritis. Ticks can also transmit **other diseases**, so it's important to be alert for any illness that follows a tick bite.

**Can Lyme disease be transmitted sexually?**  
There is no credible scientific evidence that Lyme disease can be spread from person-to-person through sexual contact. The biology of the Lyme spirochete is not consistent with sexual transmission, attempts to demonstrate sexual transmission in infected animals have all failed, and there has not been a single, adequately documented case of sexual transmission of Lyme disease reported in the scientific literature.

The following are some of the **false arguments** put forth to suggest sexual transmission:

***Borrelia burgdorferi* and *Treponema pallidum* (the cause of syphilis) are both spirochetes (cork screw shaped bacteria). Therefore, *B. burgdorferi* can be transmitted like syphilis.** Not true. Although *B. burgdorferi* and *T. pallidum* are both spirochetes, they are not closely related. More importantly, they behave very differently within humans in ways that affect their potential for sexual transmission. *T. pallidum* spirochetes produce moist, superficial skin lesions (e.g., chancres on the genital, anal or oral mucosa) that contain enormous numbers of living spirochetes and are crucial to transmission by sexual contact. In contrast, *B. burgdorferi* spirochetes cannot survive on the surface of the skin or genital mucosa. They are present only in sparse numbers and only in the deep inner layers of the

**Contact Us:**  
Centers for Disease Control and Prevention  
Bacterial Diseases Branch  
FootHills Campus  
Fort Collins, CO 80521  
800-CDC-INFO (800-232-4636)  
TTY: (888) 232-6348  
New Hours of Operation  
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**Lyme Disease**

**Lyme Disease Frequently Asked Questions (FAQ)**

**Transmission**

- I've been **bitten by a tick**. Do I have Lyme Disease?
- Can Lyme disease be transmitted **sexually**?
- Can Lyme disease be transmitted during a **blood donation**?
- Is it true that you can get **Lyme disease anywhere in the U.S.**?
- I live in the southeastern U.S. and get a lot of **Lone star tick bites**. I've heard that I can get southern Lyme disease. Is this true?

**Diagnosis, Testing, and Treatment**

- I have heard that the diagnostic tests that the CDC recommends for **testing are not very accurate**. Can I be treated based on my symptoms or do I need to use a different test?
- I am **pregnant** and just found out I have Lyme disease. What should I do?
- If I have been diagnosed with Lyme disease, do I need to get **tested for other tickborne diseases** (coinfections)?
- I have been sick for a few years with joint and muscle pain, fatigue, and difficulty thinking. I was tested for Lyme disease using a Western Blot test. The "IgM" Western Blot test was positive but the "IgG" Western Blot test was negative. **Is Lyme disease the cause of my symptoms?**
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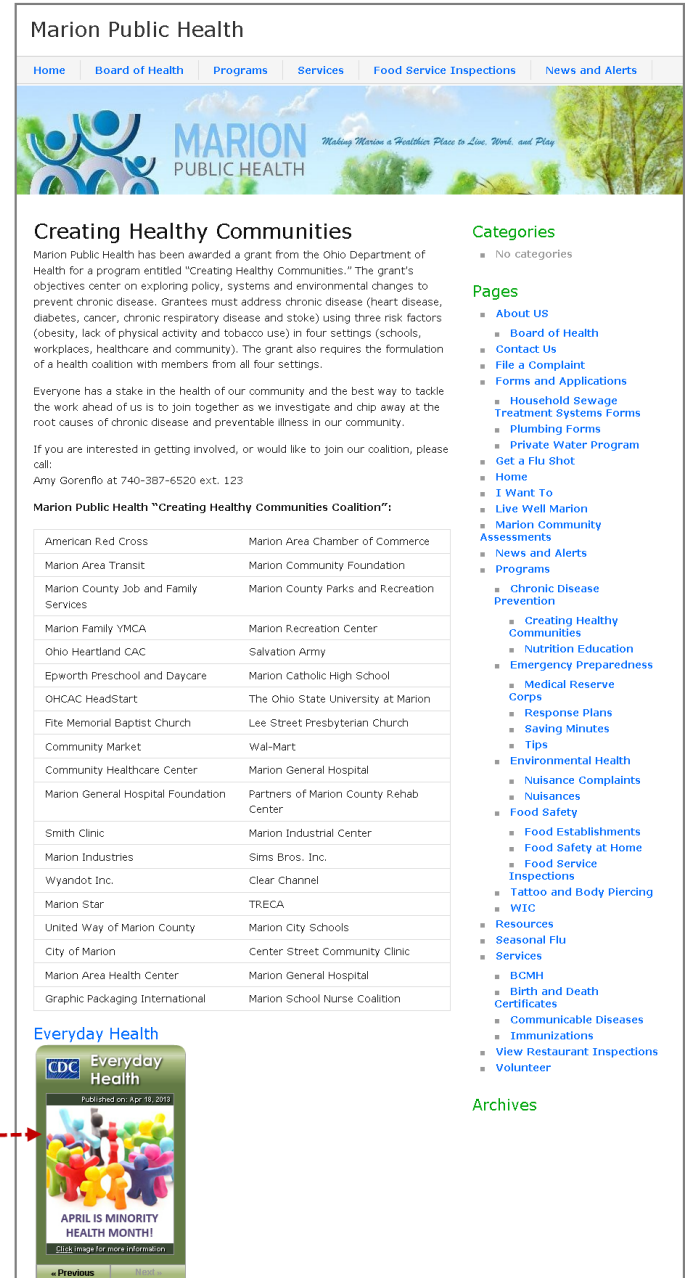
## LOCAL LEVEL CONTENT SYNDICATION WEBPAGE EXAMPLES

### 7. Minority Health Month

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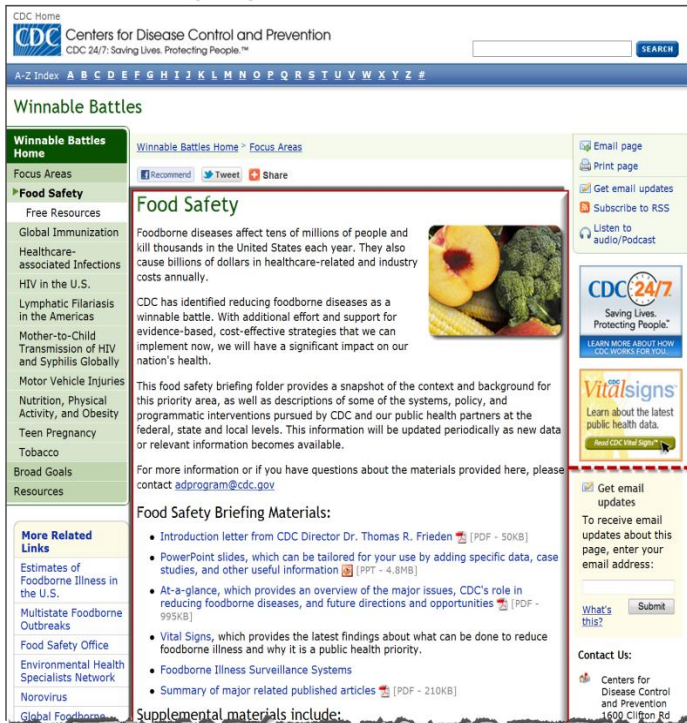
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## 8. Food Safety

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**Winnable Battles**

**Food Safety**

Foodborne diseases affect tens of millions of people and kill thousands in the United States each year. They also cause billions of dollars in healthcare-related and industry costs annually.

CDC has identified reducing foodborne diseases as a winnable battle. With additional effort and support for evidence-based, cost-effective strategies that we can implement now, we will have a significant impact on our nation's health.

This food safety briefing folder provides a snapshot of the context and background for this priority area, as well as descriptions of some of the systems, policy, and programmatic interventions pursued by CDC and our public health partners at the federal, state and local levels. This information will be updated periodically as new data or relevant information becomes available.

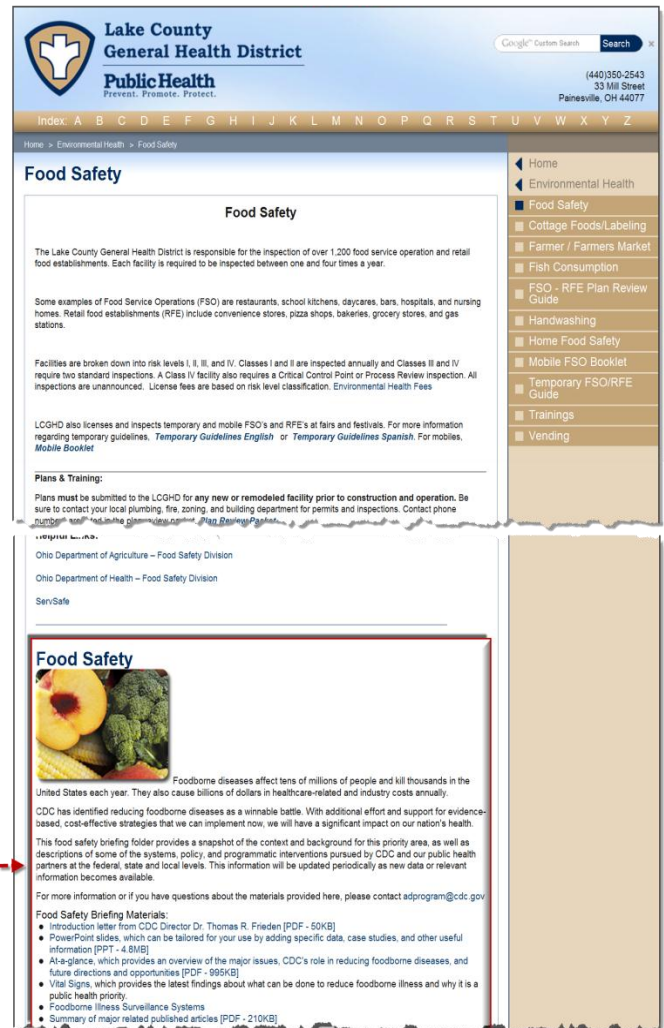
For more information or if you have questions about the materials provided here, please contact [adprogram@cdc.gov](mailto:adprogram@cdc.gov)

**Food Safety Briefing Materials:**

- Introduction letter from CDC Director Dr. Thomas R. Frieden [PDF - 50KB]
- PowerPoint slides, which can be tailored for your use by adding specific data, case studies, and other useful information [PPT - 4.8MB]
- At-a-glance, which provides an overview of the major issues, CDC's role in reducing foodborne diseases, and future directions and opportunities [PDF - 995KB]
- Vital Signs, which provides the latest findings about what can be done to reduce foodborne illness and why it is a public health priority.
- Foodborne Illness Surveillance Systems
- Summary of major related published articles [PDF - 210KB]

**Supplemental materials include:**

### Partner URL



**Lake County General Health District**

**Public Health**

Prevent. Promote. Protect.

(440) 950-2543  
33 Mill Street  
Painesville, OH 44077

**Food Safety**

The Lake County General Health District is responsible for the inspection of over 1,200 food service operation and retail food establishments. Each facility is required to be inspected between one and four times a year.

Some examples of Food Service Operations (FSO) are restaurants, school kitchens, daycares, bars, hospitals, and nursing homes. Retail food establishments (RFE) include convenience stores, pizza shops, bakeries, grocery stores, and gas stations.

Facilities are broken down into risk levels I, II, III, and IV. Classes I and II are inspected annually and Classes III and IV require two standard inspections. A Class IV facility also requires a Critical Control Point or Process Review inspection. All inspections are unannounced. License fees are based on risk level classification. Environmental Health Fees

LCGHD also licenses and inspects temporary and mobile FSO's and RFE's at fairs and festivals. For more information regarding temporary guidelines, [Temporary Guidelines English](#) or [Temporary Guidelines Spanish](#). For mobiles, [Mobile Booklet](#)

**Plans & Training:**

Plans must be submitted to the LCGHD for any new or remodeled facility prior to construction and operation. Be sure to contact your local plumbing, fire, zoning, and building department for permits and inspections. Contact phone number is 440.950.2543. [Food Safety Briefing Materials](#)

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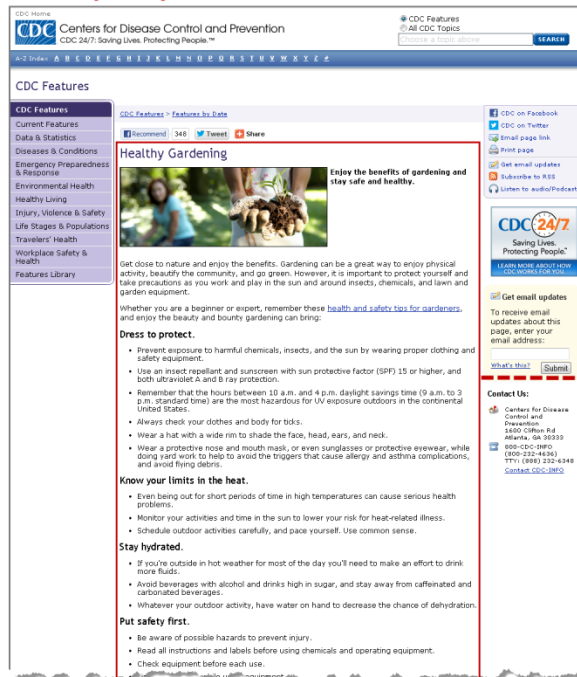
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## 9. Healthy Living (Healthy Gardening)

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**Healthy Gardening**  
Enjoy the benefits of gardening and stay safe and healthy.

Get close to nature and enjoy the benefits. Gardening can be a great way to enjoy physical activity, beautify the community, and go green. However, it is important to protect yourself and take precautions as you work and play in the sun and around insects, chemicals, and lawn and garden equipment.

Whether you are a beginner or expert, remember these [health and safety tips for gardeners](#), and enjoy the beauty and bounty gardening can bring.

**Dress to protect.**

- Prevent exposure to harmful chemicals, insects, and the sun by wearing proper clothing and safety equipment.
- Use an insect repellent and sunscreen with sun protective factor (SPF) 15 or higher, and both ultraviolet A and B ray protection.
- Remember that the hours between 10 a.m. and 4 p.m. daylight savings time (9 a.m. to 3 p.m. standard time) are the most hazardous for UV exposure outdoors in the continental United States.
- Always check your clothes and body for ticks.
- Wear a hat with a wide rim to shade the face, head, ears, and neck.
- Wear a protective nose and mouth mask, or even sunglasses or protective eyewear, while doing yard work to help to avoid the triggers that cause allergy and asthma complications, and avoid flying debris.

**Know your limits in the heat.**

- Even being out for short periods of time in high temperatures can cause serious health problems.
- Monitor your activities and time in the sun to lower your risk for heat-related illness.
- Schedule outdoor activities carefully, and pace yourself. Use common sense.

**Stay hydrated.**

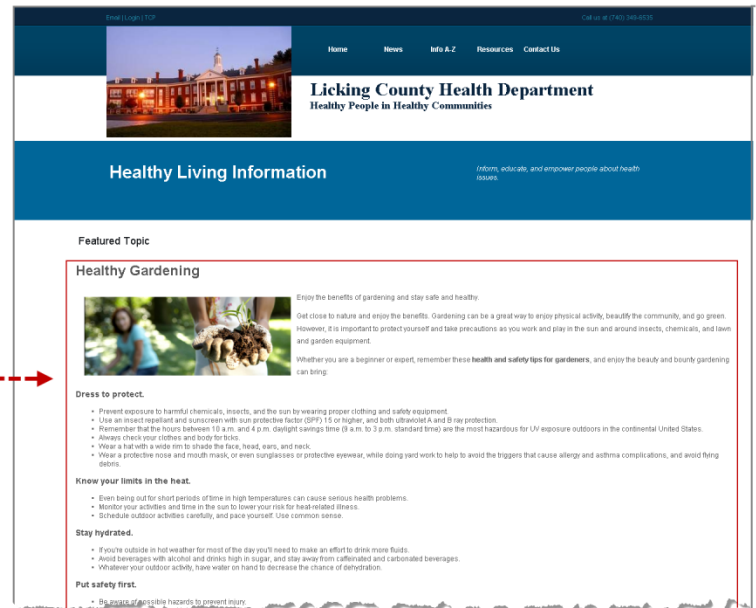
- If you're outside in hot weather for most of the day you'll need to make an effort to drink more fluids.
- Avoid beverages with alcohol and drinks high in sugar, and stay away from caffeinated and carbonated beverages.
- Whatever your outdoor activity, have water on hand to decrease the chance of dehydration.

**Put safety first.**

- Be aware of possible hazards to prevent injury.
- Read all instructions and labels before using chemicals and operating equipment.
- Check equipment before each use.

**Contact Us:**  
Centers for Disease Control and Prevention  
1600 Clifton Rd  
Atlanta, GA 30333  
800-CDC-INFO  
(800-232-4636)  
TTY: (888) 232-4344  
Contact: CDC-INFO

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**Licking County Health Department**  
Healthy People in Healthy Communities

**Healthy Living Information**  
Inform, educate, and empower people about health issues.

**Featured Topic**  
**Healthy Gardening**  
Enjoy the benefits of gardening and stay safe and healthy.

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## OTHER BUSINESS CONTENT SYNDICATION WEBPAGE EXAMPLES - (HOSPITALS, GOVT. HEALTH ORGS, ETC.)

### 10. Seasonal Influenza (Flu) – Flu Symptoms & Severity (NIAID)

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**Seasonal Influenza (Flu)**

**Flu Symptoms & Severity**

**Influenza Symptoms**

Influenza (also known as the flu) is a contagious respiratory illness caused by flu viruses. It can cause mild to severe illness, and at times can lead to death. The flu is different from a cold. The flu usually comes on suddenly. People who have the flu often feel some or all of these symptoms:

- Fever\* or feeling feverish/chills
- Cough
- Sore throat
- Runny or stuffy nose
- Muscle or body aches
- Headaches
- Fatigue (tiredness)
- Some people may have vomiting and diarrhea, though this is more common in children than adults.

\* It's important to note that not everyone with flu will have a fever.

**Flu Complications**

Most people who get influenza will recover in a few days to less than two weeks, but some people will develop complications (such as pneumonia) as a result of the flu, some of which can be life-threatening and result in death.

Pneumonia, bronchitis, and sinus and ear infections are three examples of complications from flu. The flu can make chronic health problems worse. For example, people with asthma may experience asthma attacks while they have the flu, and people with chronic congestive heart failure may have worsening of this condition that is triggered by the flu.

**People at Higher Risk from Flu**

Anyone can get the flu (even healthy people), and serious problems from influenza can happen at any age, but **some people are at higher risk of developing serious flu-related complications** if they get sick. This includes people 65 years and older, people of any age with certain chronic medical conditions (such as asthma, diabetes, or heart disease), pregnant women, and young children.

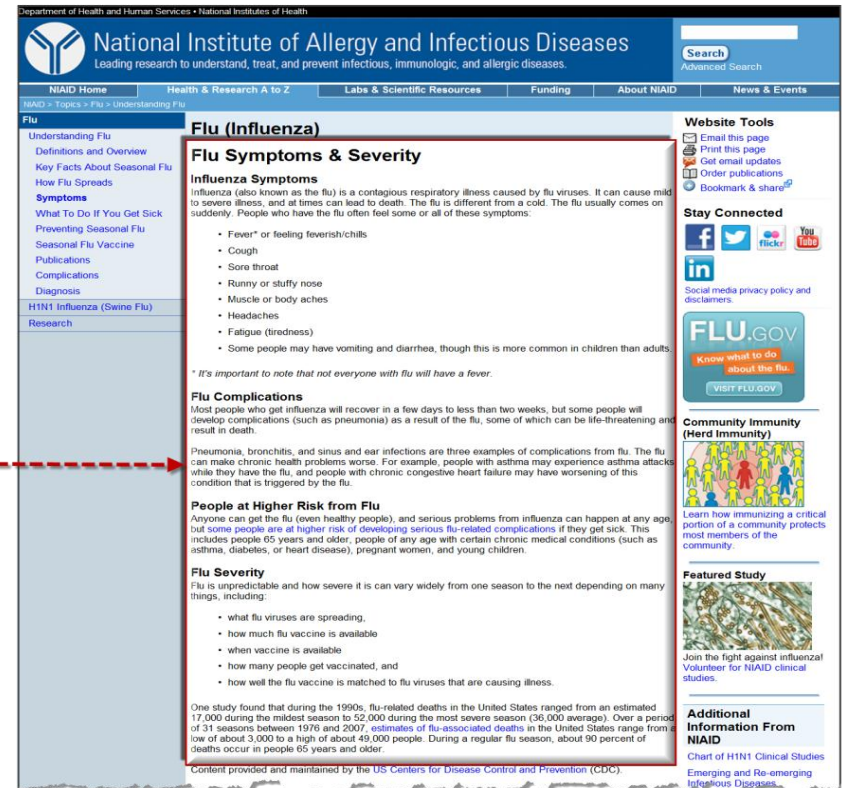
**Flu Severity**

Flu is unpredictable and how severe it is can vary widely from one season to the next depending on many things, including:

- what flu viruses are spreading,
- how much flu vaccine is available
- when vaccine is available
- how many people get vaccinated, and
- how well the flu vaccine is matched to flu viruses that are causing illness.

One study found that during the 1990s, flu-related deaths in the United States ranged from an estimated 17,000 during the mildest season to 52,000 during the most severe season (36,000 average). Over a period of 31 seasons between 1976 and 2007, estimates of flu-associated deaths in the United States range from a low of about 3,000 to a high of about 49,000 people. During a regular flu season, about 90 percent of deaths occur in people 65 years and older.

#### Partner URL



**Flu (Influenza)**

**Flu Symptoms & Severity**

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## 11. Garden City Hospital (Diabetes)

GARDEN CITY HOSPITAL

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**CURRENT EVENTS**

- > American Red Cross Blood Drive  
March 7, June 27, October 17,  
December 19
- > Adult / Infant / Child CPR &  
AED Instruction  
February 9 and April 6 (from 9:00am  
- 1:00pm)
- > Yoga (Hatha Flow)  
Wednesdays from 6:30pm-8:00pm  
[See more events](#)

[FIND A PHYSICIAN](#)

## GARDEN CITY HOSPITAL HEALTH LIBRARY

Use these valuable hospital health resources to learn more about your personal health and medical condition in preparation for being treated at [Garden City Hospital](#). Check back often for [continued learning](#) and updated resources.

**Click Below to Visit our Health Info Topics**

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[See more events](#)

[FIND A PHYSICIAN](#)

## DIABETES

Nearly 26 million Americans have diabetes and an estimated 11.3% of all Americans are at risk. These statistics show how important it is to make healthy lifestyle choices. Garden City Hospital is working to help our community prevent, detect and manage diabetes.

[Diabetes and Holidays](#)

Having diabetes shouldn't stop you from enjoying holidays. Learn more about how to manage your diabetes during the holiday season.

[Read More](#)

[Diabetes Facts](#)

Diabetes affects 8.3% of all Americans and 11.3% of all adults aged 65 and older. About 7 million Americans – do not know they have diabetes.

[Read More](#)

[Foot Care](#)

If you have diabetes, it's important to take care of your feet. Learn more about foot care for people with diabetes.

[Read More](#)

[Traveling with Diabetes](#)

If you have diabetes, make plans to manage your diabetes while traveling. Learn more about traveling with diabetes.

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*Garden City Hospital (Diabetes) Continued...*

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CDC 24/7: Saving Lives. Protecting People™

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A-Z Index
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### Managing Diabetes During the Holidays



**Having diabetes shouldn't stop you from enjoying holiday celebrations and travel. With some planning and a little work, you can stay healthy on the road and at holiday gatherings with friends and family.**

The most important step in managing diabetes during holiday travel and festivities is preparing. Know what you're eating, how to enjoy a few traditional favorites while sticking with a healthy meal plan, and how to pack necessary supplies for a trip, and you're all set to celebrate!

#### Feasts and Parties

Before you go, take these steps to make sure you stick to your healthy meal plan:

- Eat a healthy snack to avoid overeating at the party.
- Ask what food will be served, so you can see how it fits into your meal plan.
- Bring a nutritious snack or dish for yourself and others.

You don't have to give up all of your holiday favorites if you make healthy choices and limit portion sizes. At a party or holiday gathering, follow these tips to avoid overeating and to choose healthy foods:

- If you're at a buffet, fix your plate and move to another room away from the food, if possible.
- Choose smaller portions.
- Choose low-calorie drinks such as sparkling water, unsweetened tea or diet beverages. If you choose to drink alcohol, limit the amount and have it with food. Talk with your health care team about whether alcohol is safe for you. Limit it to one drink a day for women, two for men, and drink only with a meal.
- Watch out for heavy holiday favorites such as meats coated with a honey glaze, turkey swimming in gravy and side dishes loaded with butter, sour cream, cheese or mayonnaise. Instead, choose turkey without gravy and trim off the skin, or other lean meats.
- Look for side dishes and vegetables that are light on butter, dressing and other extra fats and sugars, such as marshmallows or fried vegetable toppings.
- Watch the salt. Some holiday favorites are made with prepared foods that contain a lot of sodium.

**Remember:** Pack extra supplies for emergencies.

- Pack twice the amount of diabetes supplies you expect to need, in case of travel delays.
- Keep snacks, glucose gel, or tablets with you in case your blood glucose drops.
- Make sure you keep your medical insurance card and emergency phone numbers handy, including your doctor's name and phone number.
- Carry medical identification that says you have diabetes.
- Keep time zone changes in mind so you'll know when to take medication.

#### More Information

- [CDC's Division of Diabetes Translation](#)
- [National Diabetes Education Program®](#)
- [Transportation Security Agency guidelines for airline passengers with diabetes®](#)
- [Have Diabetes. Will Travel.](#) [PDF](#) (PDF - 74 KB) [§](#)
- [Healthy Eating During Winter Gatherings for People with Diabetes](#) [PDF](#) (PDF - 43 KB) [§](#)
- [Have a Holiday Heart-to-Heart About Diabetes History®](#)
- [American Diabetes Association - Holiday Meal Planning®](#)
- [Juvenile Diabetes Research Foundation - Traveling With Type 1 Diabetes®](#)
- [Send a Health-e-Card](#)

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 (800-232-6236)  
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*Enjoy the Holidays*

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> [Diabetes](#)

- [Diabetes and Holidays](#)
- [Diabetes Facts](#)
- [Foot Care](#)
- [Traveling with Diabetes](#)

[Heart Disease](#)

[Kids Health](#)

[Men's Health](#)

[Pregnancy](#)

[Senior Health](#)


[Women's Health](#)

## CURRENT EVENTS

[American Red Cross Blood Drive](#)  
March 7, June 27, October 17,  
December 19

[Adult / Infant / Child CPR & AED Instruction](#)  
February 8 and April 6 (from 9:00am - 1:00pm)

[Yoga \(Hatha Flow\)](#)  
Wednesdays from 6:30pm-8:00pm  
[See more events](#)



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# DIABETES AND HOLIDAYS

## MANAGING DIABETES DURING THE HOLIDAYS



The most important step in managing diabetes during holiday travel and festivities is preparing. Know what you'll be eating, how to enjoy a few traditional favorites while sticking with a healthy meal plan, and how to pack necessary supplies for a trip, and you're all set to celebrate!



**Feasts and Parties**

Before you go, take these steps to make sure you stick to your healthy meal plan.

- Eat a healthy snack to avoid overeating at the party.
- Ask what food will be served, so you can see how it fits into your meal plan.
- Bring a nutritious snack or dish for yourself and others.

You don't have to give up all of your holiday favorites if you make healthy choices and limit portion sizes. At a party or holiday gathering, follow these tips to avoid overeating and to choose healthy foods.


- If you're at a buffet, fix your plate and move to another room away from the food, if possible.
- Choose smaller portions.
- Choose low-calorie drinks such as sparkling water, unsweetened tea or diet beverages. If you choose to drink alcohol, limit the amount and have it with food. Talk with your health care team about whether alcohol is safe for you. Limit it to one drink a day for women, two for men, and drink only with a meal.
- Watch out for heavy holiday favorites such as hams coated with a honey glaze, turkey swimming in gravy and side dishes loaded with butter, sour cream, cheese or mayonnaise. Instead, choose turkey without gravy and trim off the skin, or other lean meats.
- Look for side dishes and vegetables that are light on butter, dressing and

It's easy to get busy during the holidays. Leaving home to visit friends and family means changing routines. Make sure you remember to take care of your diabetes while traveling. Check blood glucose (sugar) more often than usual, because a changing schedule can affect levels.

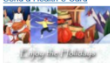
### Remember Your Medication

- Pack twice the amount of diabetes supplies you expect to need, in case of travel delays.
- Keep snacks, glucose gel, or tablets with you in case your blood glucose drops.
- Make sure you keep your medical insurance card and emergency phone numbers handy, including your doctor's name and phone number.



### More Information

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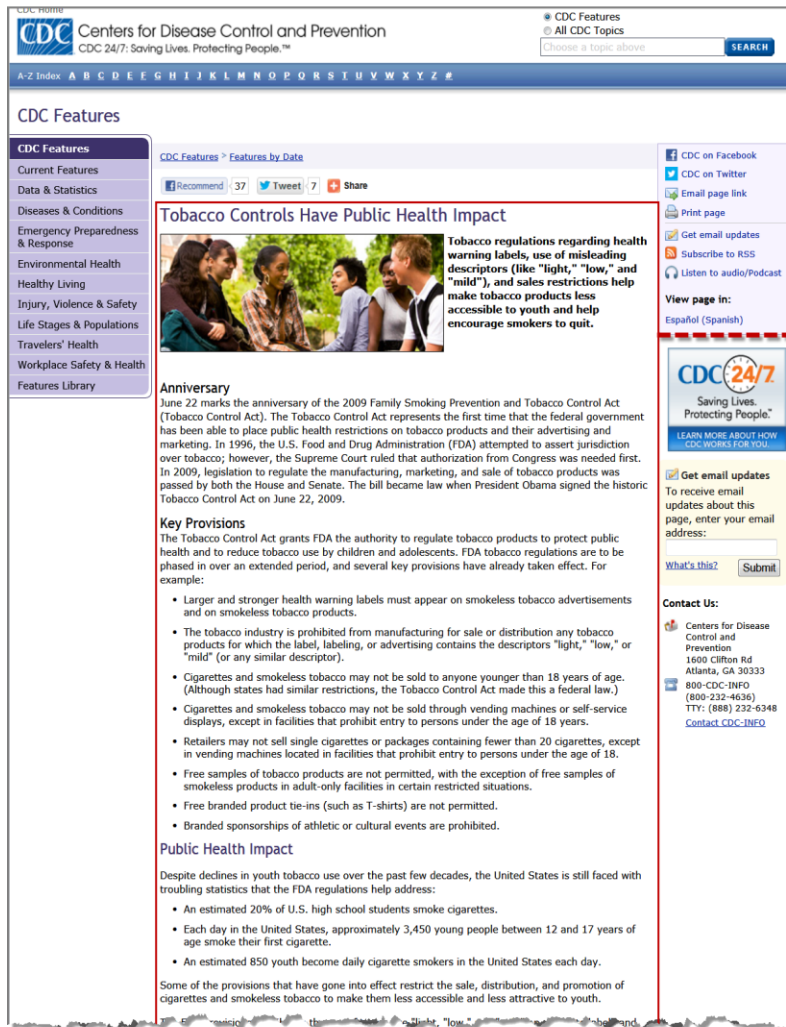
CDC works 24/7 saving lives and protecting people from health threats to have a more secure nation. A US federal agency, CDC helps make the healthy choice the easy choice by putting science and prevention into action. CDC works to help people live longer, healthier and more productive lives.

Content provided and maintained by the US Centers for Disease Control and Prevention (CDC).

**CDC syndicated material credited**

## 12. Tobacco Controls Have Public Impact (FDA)

### (CDC) Source Content



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**Tobacco Controls Have Public Health Impact**

Tobacco regulations regarding health warning labels, use of misleading descriptors (like "light," "low," and "mild"), and sales restrictions help make tobacco products less accessible to youth and help encourage smokers to quit.

**Anniversary**

June 22 marks the anniversary of the 2009 Family Smoking Prevention and Tobacco Control Act (Tobacco Control Act). The Tobacco Control Act represents the first time that the federal government has been able to place public health restrictions on tobacco products and their advertising and marketing. In 1996, the U.S. Food and Drug Administration (FDA) attempted to assert jurisdiction over tobacco; however, the Supreme Court ruled that authorization from Congress was needed first. In 2009, legislation to regulate the manufacturing, marketing, and sale of tobacco products was passed by both the House and Senate. The bill became law when President Obama signed the historic Tobacco Control Act on June 22, 2009.

**Key Provisions**

The Tobacco Control Act grants FDA the authority to regulate tobacco products to protect public health and to reduce tobacco use by children and adolescents. FDA tobacco regulations are to be phased in over an extended period, and several key provisions have already taken effect. For example:

- Larger and stronger health warning labels must appear on smokeless tobacco advertisements and on smokeless tobacco products.
- The tobacco industry is prohibited from manufacturing for sale or distribution any tobacco products for which the label, labeling, or advertising contains the descriptors "light," "low," or "mild" (or any similar descriptor).
- Cigarettes and smokeless tobacco may not be sold to anyone younger than 18 years of age. (Although states had similar restrictions, the Tobacco Control Act made this a federal law.)
- Cigarettes and smokeless tobacco may not be sold through vending machines or self-service displays, except in facilities that prohibit entry to persons under the age of 18 years.
- Retailers may not sell single cigarettes or packages containing fewer than 20 cigarettes, except in vending machines located in facilities that prohibit entry to persons under the age of 18.
- Free samples of tobacco products are not permitted, with the exception of free samples of smokeless products in adult-only facilities in certain restricted situations.
- Free branded product tie-ins (such as T-shirts) are not permitted.
- Branded sponsorships of athletic or cultural events are prohibited.

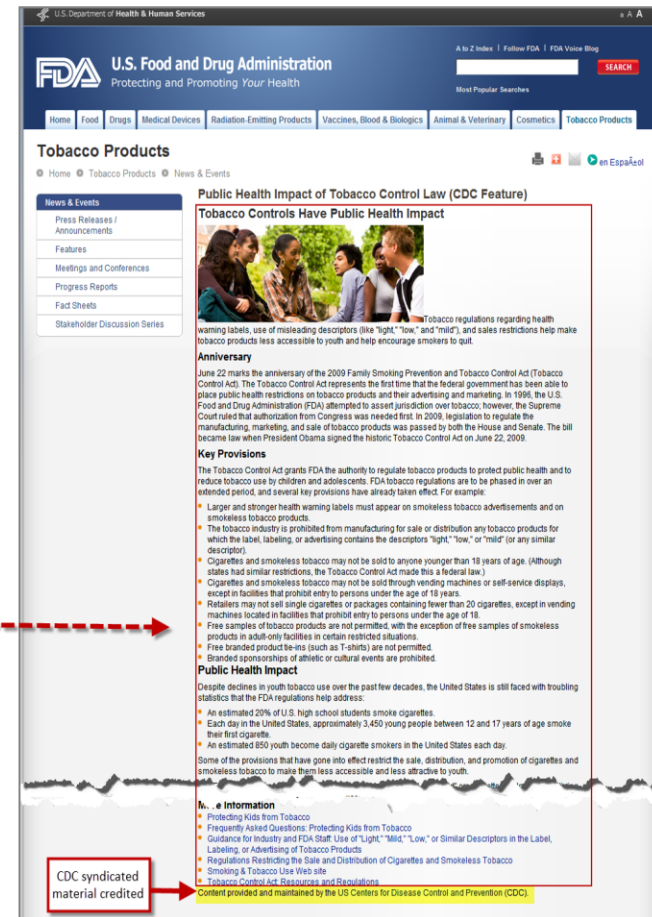
**Public Health Impact**

Despite declines in youth tobacco use over the past few decades, the United States is still faced with troubling statistics that the FDA regulations help address:

- An estimated 20% of U.S. high school students smoke cigarettes.
- Each day in the United States, approximately 3,450 young people between 12 and 17 years of age smoke their first cigarette.
- An estimated 850 youth become daily cigarette smokers in the United States each day.

Some of the provisions that have gone into effect restrict the sale, distribution, and promotion of cigarettes and smokeless tobacco to make them less accessible and less attractive to youth.

### Partner URL



**U.S. Food and Drug Administration**

**Protecting and Promoting Your Health**

**Tobacco Products**

**Public Health Impact of Tobacco Control Law (CDC Feature)**

**Tobacco Controls Have Public Health Impact**

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**Information**

- Protecting Kids from Tobacco
- Frequently Asked Questions: Protecting Kids from Tobacco
- Guidance for Industry and FDA Staff: Use of "Light," "Mild," "Low," or Similar Descriptors in the Label, Labeling, or Advertising of Tobacco Products
- Regulations Restricting the Sale and Distribution of Cigarettes and Smokeless Tobacco
- Smoking & Tobacco Use Web site
- Tobacco Control Act: Questions and Answers

Content provided and maintained by the U.S. Centers for Disease Control and Prevention (CDC)

Created: 09/06/2012

Revised: 04/11/2013/Version No. 1.2

Content Syndication Portfolio Samples

http://www.cdc.gov/syndication/

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## CONTENT SYNDICATION VIA iPad APPS, iPhone APPS, CDC FEEDS AND WIDGETS

### 13. CDC iPad Application – Health Articles

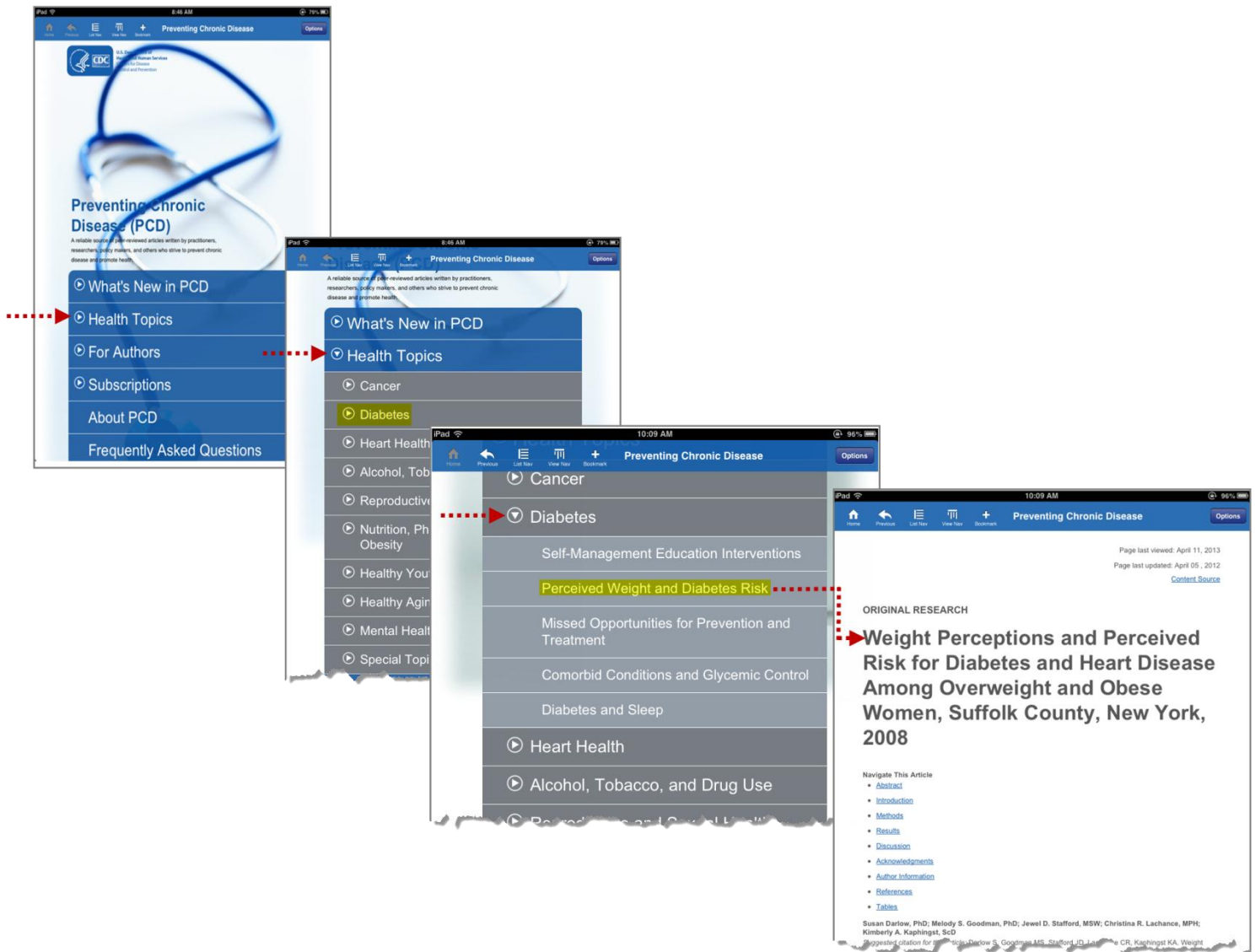
## CDC - iPad App





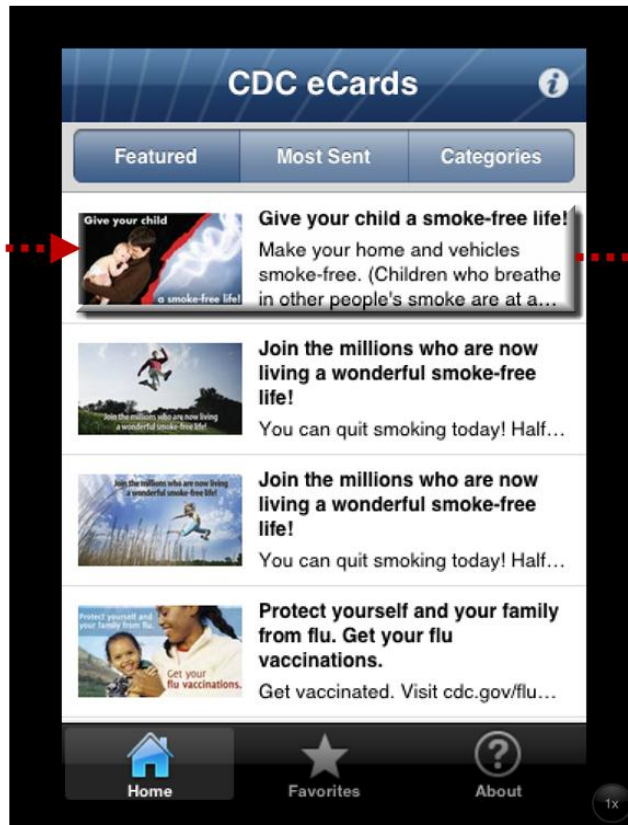
## 14. Preventing Chronic Disease (PDC) iPad App – Health Topics (Diabetes)

### Preventing Chronic Disease (PDC) - iPad App



## 15. CDC iPhone eCard App – Give Your Child a Smoke-Free Life

## CDC - iPhone eCard App





## 16. CDC Feeds (CDC.gov)

(The CDC Content Services Feeds Admin tool drives the CDC.gov homepage)

### CDC Home Page



The CDC Home Page features a search bar at the top, followed by a navigation bar with links to various health topics. The main content area includes sections for 'CDC Grand Rounds', 'DNA Day', 'STD Prevention', 'Using Science to Reduce the Burden of Cancer', 'Staying Safe in a Tornado', 'Food Safety at Fairs and Festivals', 'Staying Healthy on a Last Minute Trip', 'Preventing High Blood Pressure Among Minorities', 'Enjoy the benefits of gardening', and 'April 7th is World Health Day'. The page also includes a sidebar with 'HEALTH & SAFETY TOPICS' and 'FOR SPECIFIC GROUPS'.

### CDC Content Services Administration Feeds Admin Tool

**CDC Content Services Administration**

Feeds Owner

Home > Feeds

All Feeds

Feed ID	Title	Feed Type	Category Names	Owner	Maintainer	Feed Type: All	Published	Test Search: Start typing to filter this list.	Active
19	Highlights	General	Home Page Highlights				12/5/2011 5:30:00 AM		✓
20	Outbreaks - CDC Homepage	General					12/5/2011 5:30:01 AM		✓
21	Seasonal Flu	General							✓
22	Travelers' Health	General							✓
25	Did You Know Widget Feed	General					11/19/2012 10:22:14 AM		✓
26	Fetal Alcohol Spectrum Disorders (FASD)	General					1/24/2013 9:07:17 AM		✓
27	test migration	General		OADC	OADC				✓
28	Flu Slider Feed	General					4/11/2013 12:05:08 PM		✓

8 Item(s) Found

**CDC Content Services Administration**

Feeds Owner

Home > Feeds > Highlights

Edit Feed

Feed ID 19: Highlights

Feed Details

Items

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Feed Item ID	Title	Category Names	Publish	Publish Date/Time	Active
1254	DNA Day	Home Page Highlights - Level 2	✓	4/15/2013 10:00:02 AM	✓
1225	CDC Grand Rounds	Home Page Highlights - Level 1	✓	4/10/2013 10:00:00 AM	✓
866	Cancer Research	Home Page Highlights - Level 3	✓	4/8/2013 10:00:10 AM	✓
1258	Tornado Safety	Home Page Highlights - Level 3	✓	4/8/2013 10:00:09 AM	✓
865	Fairs and Food	Home Page Highlights - Level 3	✓	4/8/2013 10:00:08 AM	✓
1257	Last Minute Travel	Home Page Highlights - Level 3	✓	4/8/2013 10:00:07 AM	✓
1255	Prevent High Blood Pressure	Home Page Highlights - Level 3	✓	4/8/2013 10:00:06 AM	✓
862	Healthy Gardening	Home Page Highlights - Level 3	✓	4/8/2013 10:00:05 AM	✓
1249	World Health Day	Home Page Highlights - Level 3	✓	4/5/2013 10:00:01 AM	✓
857	STD Prevention	Home Page Highlights - Level 2	✓	4/1/2013 10:00:03 AM	✓

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Content Syndication Portfolio Samples

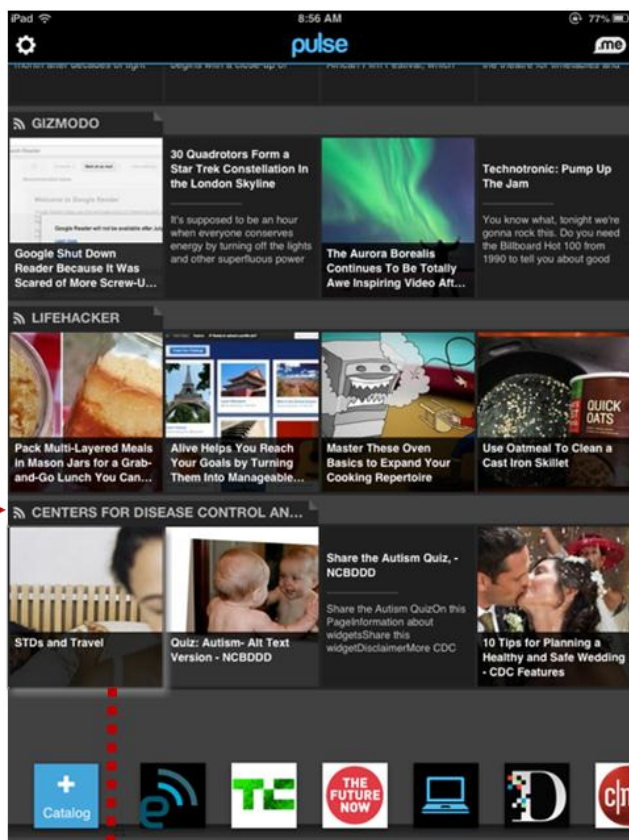
http://www.cdc.gov/syndication/

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## 17. Pulse – iPad App

(Pulse is an app for Android, iOS and HTML5 browsers. The application displays news from multiple RSS feeds in a single page using a tile based interface).

# Pulse - iPad App containing CDC content






## 18. Widget – Food Safety

## Food Safety Widget



**FoodSafety.gov** Your Gateway to Federal Food Safety Information

Home | **Recalls & Alerts** | Keep Food Safe | Food Poisoning | News & Features | Report a Problem | Ask the Experts | Blog | Multimedia

Share  Font Size  Print  Download Reader  [En Español](#)

[Home](#) > [Recalls & Alerts](#) > Get Food Safety Widget

### Get Food Safety Widget

A widget is an application that displays the featured content directly on your Web page. You can use the Food Safety Alerts & Tips widgets on your Web site, blog, or other sites to enable you and your visitors to view the latest food safety recalls and alerts.

The Food Safety Alerts & Tips widget contains the same recall and alerts information that appears on FoodSafety.gov. Plus, it includes food safety tips.

Once you've added the widget, there's no technical maintenance. FoodSafety.gov will update the content automatically.

Copy this code and paste it in your site:

```
<iframe src="http://www.foodsafety.gov/recalls/widget/widget.html" width="167" height="380" alt="Food Safety Widget" title="Food Safety Widget" frameborder="0">&nbsp;</iframe>
```

**Recalls & Alerts:**

- [See Recent Recalls](#)
- [Get Automatic Alerts](#)
- [Get Food Safety Widget](#)

**Food Safety Recalls & Tips**

**Recalls** **Tips**

**Louisiana Firm Recalls Roast Beef...**  
Apr 10, 2013

**Iowa Firm Recalls Pork Jerky...**  
Apr 10, 2013

**Centerville Pie Company Issues...**  
Apr 5, 2013

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**FoodSafety.gov**

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